

CADILLAC GOES TO THE OPENING NIGHT...





# ...OF THE FABULOUS GENERAL MOTORS TECHNICAL CENTER

On a beautiful evening in the middle of May, the motoring public took its first awe-inspiring look at the most amazing facility ever created for the design and engineering of the world's motor cars. The occasion was the formal opening of the fabulous General Motors Technical Center in suburban Detroit. More than a decade in the building and occupying more than 330 acres, the Technical Center is a dazzling spectacle to behold . . . a wonder-world of contemporary architecture . . . breath-taking in its scope and beauty. But even more importantly, it has brought into being an entirely new concept of automotive creativity. As the new home of General Motors design and styling and engineering, it offers a promise of greater automotive development and advancement than the world has ever seen. On hand to celebrate the grand opening of the new General Motors Technical Center were the beautiful 1956 Cadillacs . . . and we invite you now to come with us on a tour of this remarkable establishment in the company of these magnificent motor cars.



THE CADILLAC SIXTY SPECIAL AT THE SERVICE ADMINISTRATION BUILDING











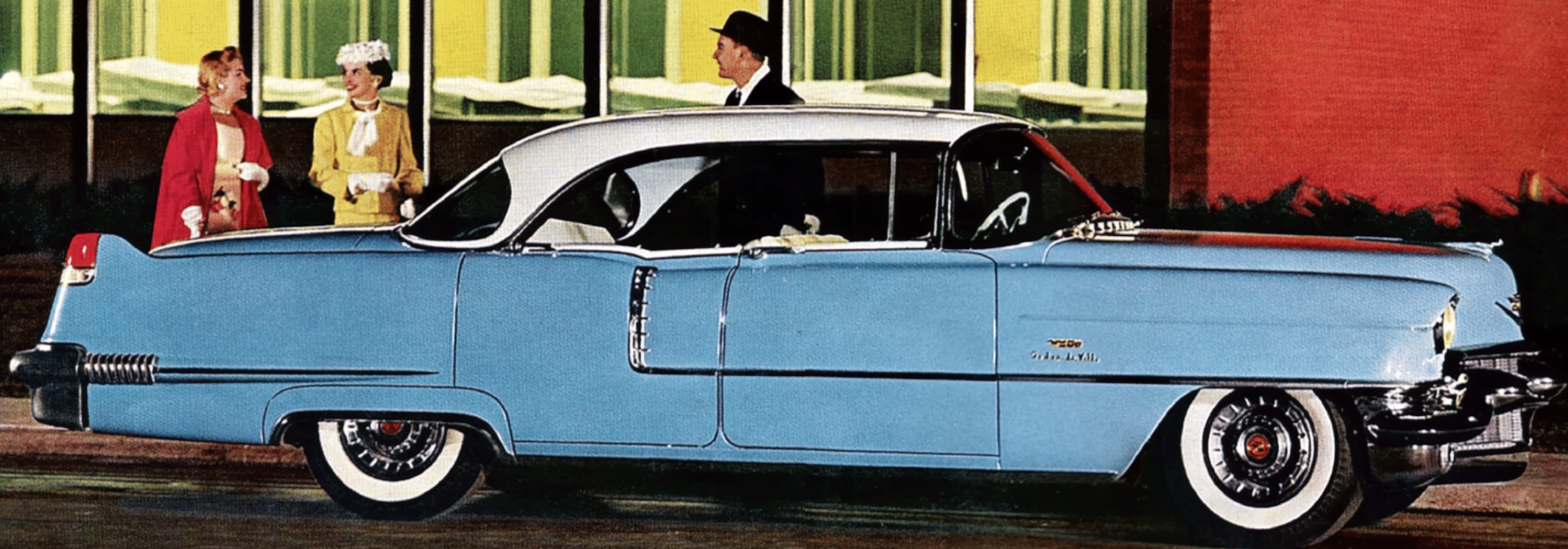
This is the Sedan de Ville—one of Cadillac's entirely new models for 1956—pictured against the inspiring backdrop of the new Engineering Building. This magnificent motor car—together with all 1956 Cadillacs—represents the finest existing end product of General Motors engineering progress. Its great 285-h.p. engine is a revelation in power, performance and agility. Its new Hydra-Matic Drive offers smoothness, quietness and responsiveness unmatched on the world's highways. Its advanced Power Steering and Power Braking remove the last noticeable trace of effort from handling. A journey at its wheel provides what is, in essence, an education in all the things a modern motor car should be and do . . . and adds still greater meaning to Cadillac's reputation as the finest-engineered motor car in all the land.



THE CADILLAC SIXTY-TWO SEDAN DE VILLE AT THE ENGINEERING STAFF BUILDING



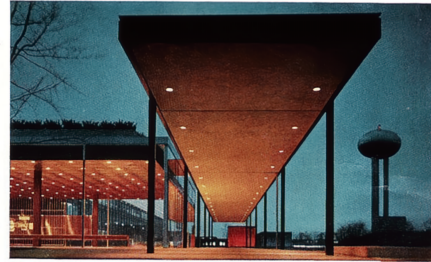








THE CADILLAC SIXTY-TWO COUPE DE VILLE IN THE STYLING ADMINISTRATION BUILDING



Seen here, in the dramatically beautiful lobby at the Styling Section, the exciting Coupe de Ville is an inspiring vision of color . . . sweep . . . form . . . and jewel-like detail. Its graceful, gleaming lines . . . its extraordinary dignity of form . . . and its artistic balance of chrome and steel and glass have long since made it one of the most exciting of all Cadillac models. And, to be sure, the Coupe de Ville—like all new Cadillacs—is equally at home in any setting and at every occasion. The functional design of the 1956 Cadillac will live for years as eloquent testimony to the imagination and creativeness of the Cadillac stylists who work within the General Motors Technical Center.







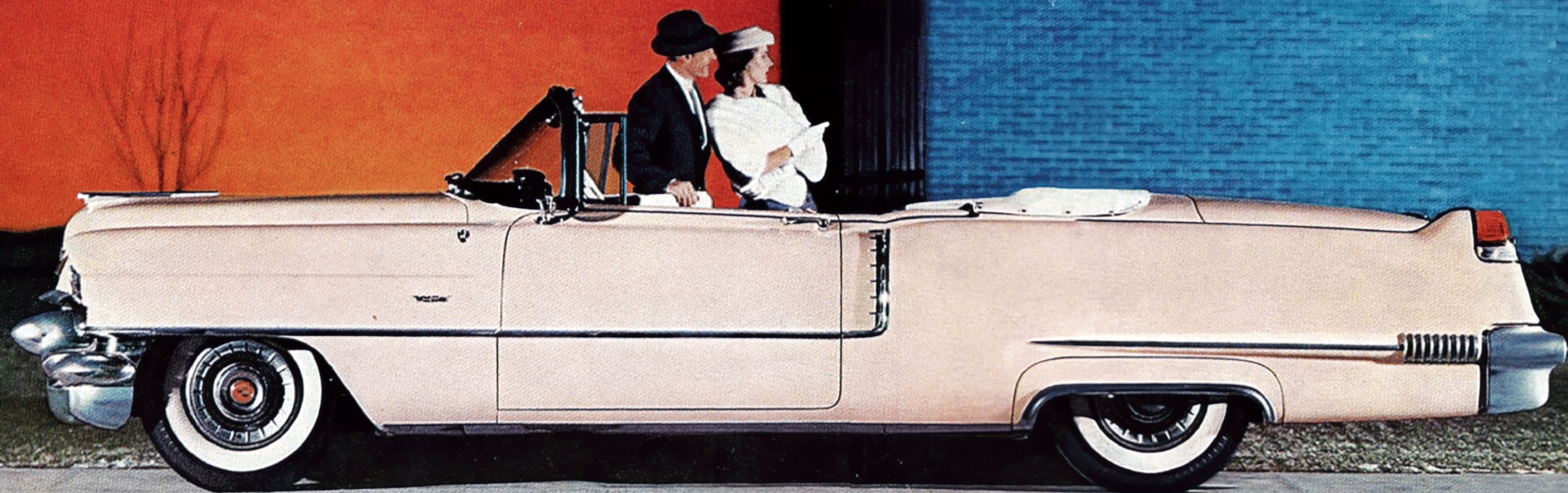
Pictured on the far right against the brilliant colors of the Research Building is the Cadillac Convertible. In these very surroundings were born many of the features which make the 1956 Cadillac such an extraordinary creation. Interior fabrics are beautiful and luxurious almost beyond description. Appointments are wrought with a jeweler's care . . . perfectly positioned for maximum convenience. Vision is wide and clear as never before. And on every hand are features of comfort, safety and convenience that add greatly to the pleasure and to the peace of mind of motor car travel.



THE CADILLAC SIXTY-TWO CONVERTIBLE AT THE RESEARCH STAFF BUILDING











Here, in the majestic setting of the Grand Auditorium of the Technical Center—perhaps the most glamorous automotive showplace in all the world—is pictured the complete line of 1956 Cadillacs. Certainly no more beautiful family portrait could be imagined than the one you see here. As an ensemble, the 1956 Cadillacs present a dazzling array of style and beauty. And, individually, each is an achievement of the designer's art . . . and represents a brilliant tribute to the skill of Cadillac craftsmen.

*Clockwise from front center: the Convertible, the Sedan de Ville, the Sixty Special, the Seventy-Five Limousine, the Eldorado Seville, the Eldorado Biarritz, the Seventy-Five Sedan, the Sixty-Two Sedan, the Coupe de Ville, the Sixty-Two Coupe.*

THE COMPLETE LINE OF 1956 CADILLACS IN THE STYLING AUDITORIUM







FURS BY ROBERT

We hope you have enjoyed your brief tour of the fabulous new General Motors Technical Center . . . and your visual inspection of the new 1956 Cadillacs. We hope, too, that you will pay an early visit to our showroom to inspect and drive the Cadillac model of your choice. We'll be most happy to see you at any time—and to give you the full, wonderful story about Cadillac ownership as it now exists. We have some special news about cost and delivery that we think you will find difficult to resist. Why not make it today?